

What is claimed is:

1. A method for executing an advanced intelligent network (AIN) service provided in a public switched telephone network (PSTN), the method comprising:
 - forwarding a message from a service control point to a voice extensible markup language (VXML) platform, the message comprising an announcement identification;
 - analyzing the announcement identification, at the VXML platform, to determine a remote location where an announcement corresponding to the announcement identification is stored; and
 - playing the announcement,
wherein the announcement stored at the remote location can be created or changed by a subscriber without affecting the announcement identification.
2. The method of claim 1, in which the VXML platform comprises an intelligent peripheral (IP) component and a VIMS component.
3. The method of claim 2, further comprising receiving the announcement identification at the IP component;
encoding the announcement identification so that the IP component recognizes that the VIMS component will process the announcement identification; and
forwarding the announcement identification to the VIMS component.
4. The method of claim 3, further comprising, at the VIMS component, correlating the announcement identification to the announcement location.
5. The method of claim 4, in which the correlating is based upon a server location identification provided in a subscriber profile.
6. The method of claim 1, in which the remote location comprises a web server.

7. The method of claim 6, in which the web server is identified by a uniform resources locator (URL).

8. A system for executing an advanced intelligent network (AIN) service provided in a public switched telephone network (PSTN), the system comprising:

a service control point; and

a voice extensible markup language (VXML) platform that receives a message comprising an announcement identification, the VXML platform analyzing the announcement identification to determine a remote location where an announcement corresponding to the announcement identification is stored, and then playing the announcement,

wherein the announcement stored at the remote location can be created or changed by a subscriber without affecting the announcement identification.

9. The system of claim 8, in which the VXML platform comprises an intelligent peripheral (IP) component and a VIMS component.

10. The system of claim 9, in which the IP component receives the announcement identification and then forwards the announcement identification to the VIMS component,

wherein the service control point encodes the announcement identification so that the IP component recognizes that the VIMS component will process the announcement identification.

11. The system of claim 10, in which the VIMS component correlates the announcement identification to the announcement location.

12. The system of claim 11, in which the correlating is based upon a server location identification provided in a subscriber profile.

13. The system of claim 8, further comprising a web server comprising the remote location storing the announcements.

14. The system of claim 13, in which the web server is identified by a uniform resources locator (URL).
15. A voice extensible markup language (VXML) platform for facilitating execution of an advanced intelligent network (AIN) service provided in a public switched telephone network (PSTN), the platform comprising:
 - a receiving section that receives a message sent from a service control point, the message comprising an announcement identification;
 - an analyzing section that analyzes the announcement identification to determine a remote location where an announcement corresponding to the announcement identification is stored; and
 - a play and collect section that plays the announcement,
wherein the announcement stored at the remote location can be created or changed by a subscriber without affecting the announcement identification.
16. The platform of claim 15, in which the receiving section further comprises an intelligent peripheral (IP) component, and the analyzing and play and collect sections further comprise a VIMS component.
17. The platform of claim 16, in which the IP component recognizes that the VIMS component will process the announcement identification based upon how the announcement identification has been encoded, and then forwards the announcement identification to the VIMS component.
18. The platform of claim 17, in which the VIMS component correlates the announcement identification to the announcement location based upon a server location identification provided in a subscriber profile.
19. The platform of claim 15, in which the VXML platform communicates with the service control point using intelligent network application part (INAP) signaling.

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20. The platform of claim 15, in which the VXML platform communicates with a web server storing the announcement in order to play the announcement.